

SYSTEM AND METHOD FOR DETERMINING THE UNIQUE WEB USERS
AND CALCULATING THE REACH, FREQUENCY AND EFFECTIVE REACH
OF USER WEB ACCESS

INVENTORS

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PRIORITY CLAIM TO PROVISIONAL APPLICATION

[0001] This Patent Application claims priority to U.S. Provisional Patent Application No. 60/462,662, entitled "System and Method for Determining the Unique Web Users and Calculating the Reach, Frequency and Effective Reach of the Web Access," filed April 14, 2003.

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BACKGROUND

Technical Field

[0002] The present invention relates to the World Wide Web (hereafter referred to as web) and, in particular to the field of web-based advertisement. More particularly, the present invention relates to identifying when web users access content on the web to determine the frequency of access to particular web content, such as advertisements, as well as the reach and effective reach of user access of related content.

Related Art

[0003] The web is typically accessed using the HTTP protocol. Web content is formatted in HTML or XML. A page is a collection of objects (HTML formatted inline text with embedded objects such as applets and images). HTTP protocol allows the user agent, usually a browser to issue a fetch of the object using its URL. For example it may issue a request to fetch the URL